

**SUMBER INFORMASI, MINAT DAN MEDIA PROMOSI
YANG MUDAH DITERIMA CALON MAHASISWA BARU
UPN "VETERAN" YOGYAKARTA
(Studi Kasus Calon MABA TA. 2009/2010 UPN "Veteran" Yogyakarta)**

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Abstract

Aims of this research is to find the information resource which generally easy to gets by new student candidate of UPN Veteran Yogyakarta, the factor which prefered and effective promotion media for them. According to the data from 800 new student candidates of UPN Veteran Yogyakarta, as sample of this research shows that their parent or family member, friend, and brochure as information resources which easy to get by them. The faculty, network, building and supporting facility and brand of the University are found as the factors which motivate them to register. Leaflet, brochure, newspaper advertizing, street banner and poster finding as effective promotion media.

Keywords : *information resources, motivate factor to register, promotion media.*